



# SAVE THE DATE

## Atlanta Memorial Park Conservancy

(formerly Bobby Jones Golf Course and Park Conservancy)

*invites you to attend its*

### Initial Strategic Planning Meeting

WHEN: Saturday, June 15, 2013  
9 am - Noon

WHERE: North Atlanta High School  
2875 Northside Drive NW  
Atlanta, GA 30305

*additional information to follow*

[www.atlmemorialpark.org](http://www.atlmemorialpark.org)

Workshop No. 1 for Atlanta Memorial Park was held on Saturday, June 15, 2013. The workshop was organized by the Atlanta Memorial Park Conservancy as the basis for developing a long-term master plan to guide future park improvements.

The workshop was organized to address and solicit input on four key areas:

1. Park setting, environment and image
2. Creek, trails and leisure activities
3. Tennis for success
4. Golf as Bobby would have it

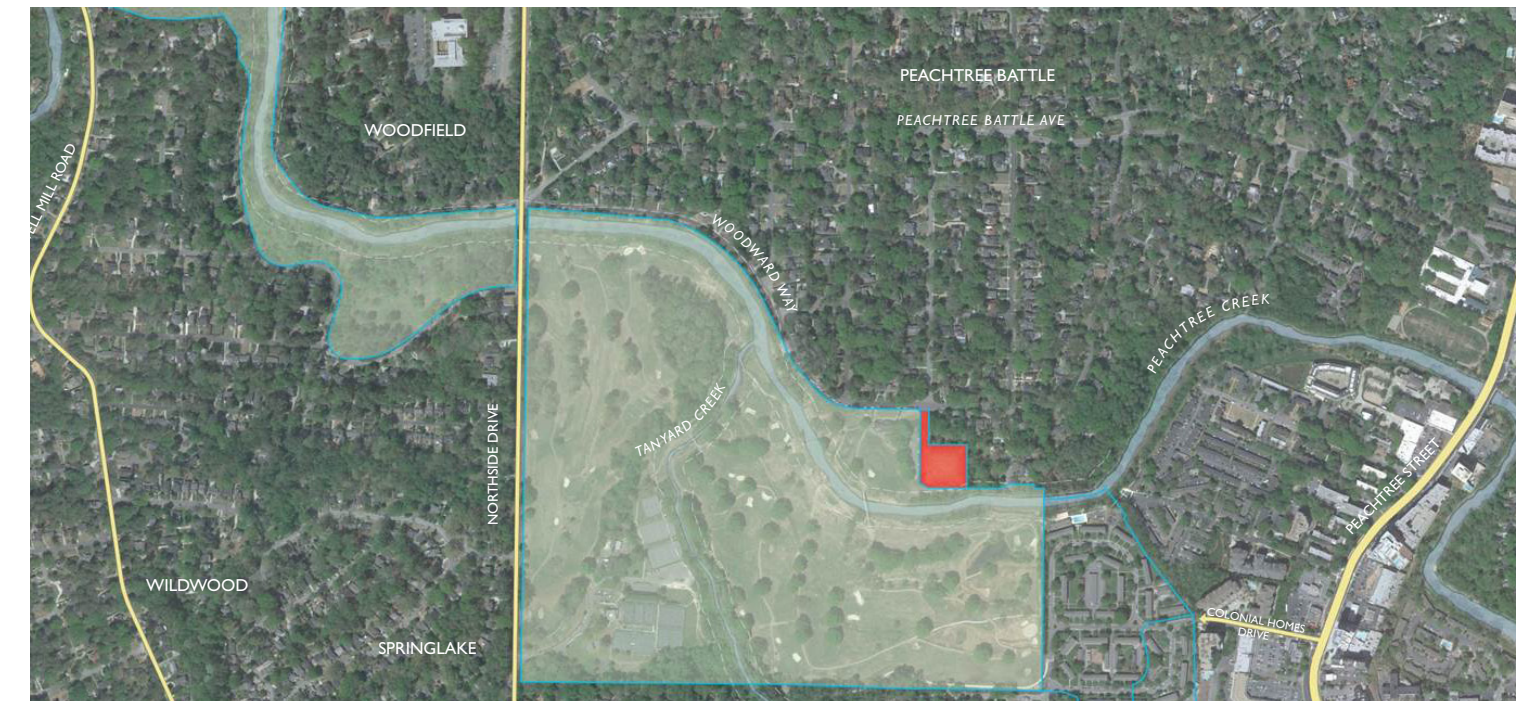
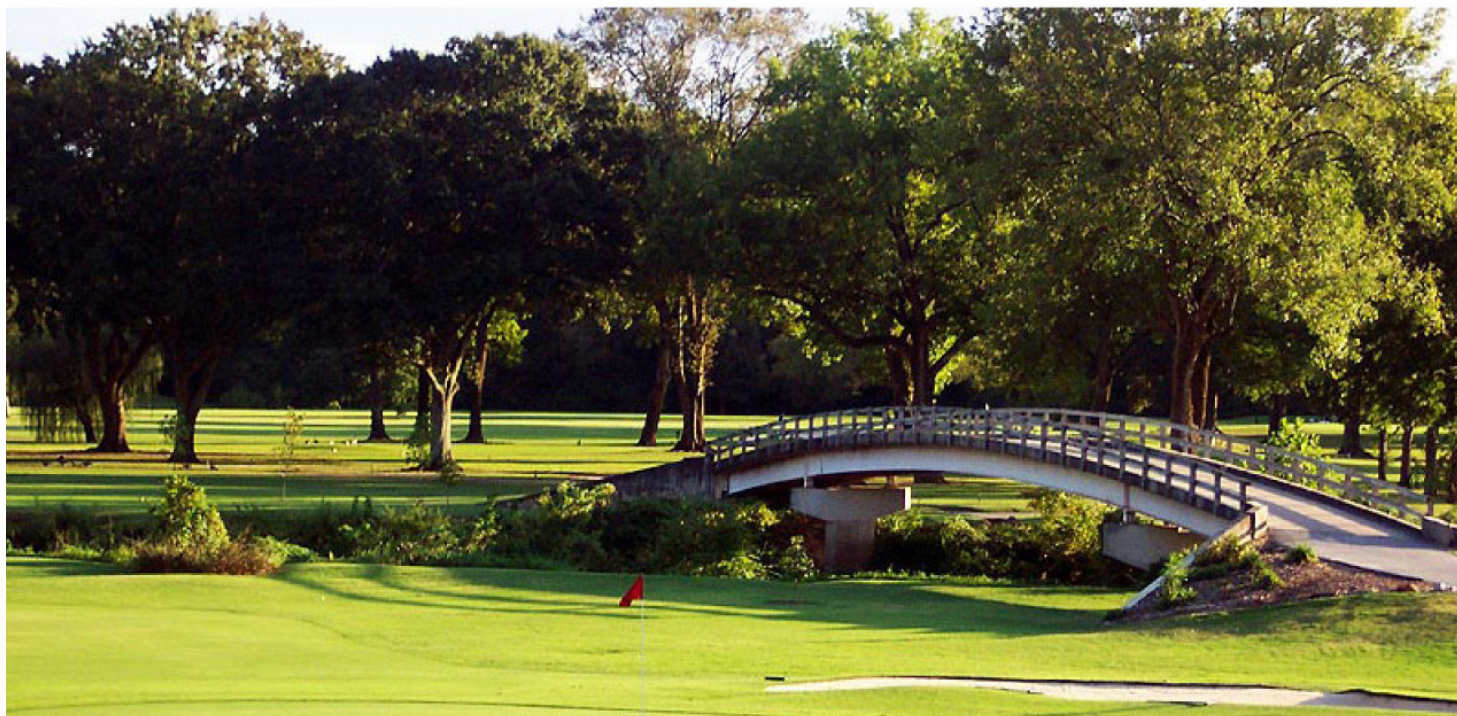
Approximately one hundred people were in attendance, representing adjacent neighborhoods, the larger city and the region.

To allow for a variety of dialogue, participants were seated at tables in groups of eight. Each table included a professional facilitator to assist in the process.

Issues were first discussed at each table and then each table was asked to present a synopsis of the discussion. They were also asked to put forth the one item which created the most energy and importance from their discussions.

The items were listed and then utilizing electronic keypad voting, the entire group voted for their individual, top three issues. The votes were tabulated instantly and the results were projected for all to see.

The following illustrates a synopsis of the voting results along with a tally sheet of the number of times an issue was listed by participants and a summary of written comments.

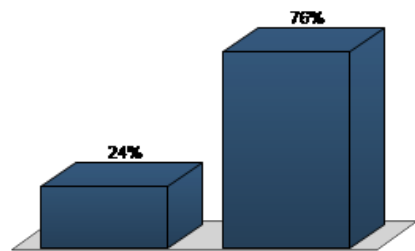




# PARTICIPANT DEMOGRAPHICS

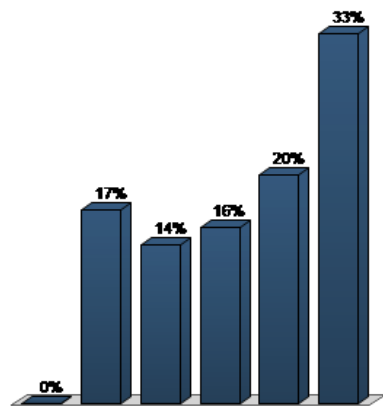
## 2.) What is your gender? (Multiple Choice)

	Responses	
	Percent	Count
Female	23.81%	15
Male	76.19%	48
Totals	100%	63



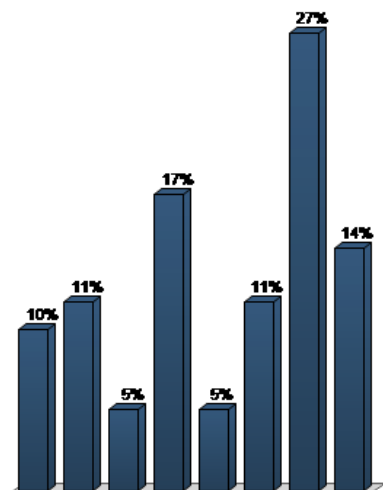
## 3.) What is your age? (Demographic Assignment)

	Responses	
	Percent	Count
Less than 25	0%	0
25-34 years	17.19%	11
35-44	14.06%	9
45-54	15.62%	10
55-64	20.31%	13
65 or better	32.81%	21
Totals	100%	64



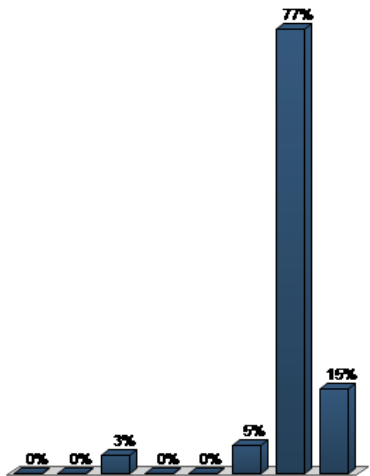
## 4.) Where do you live? (Multiple Choice)

	Responses	
	Percent	Count
Collier Hills	9.52%	6
Collier Hills North	11.11%	7
Springlake	4.76%	3
Memorial Park	17.46%	11
Brandon	4.76%	3
Peachtree Battle Alliance	11.11%	7
Other Atlanta	26.98%	17
Atlanta Region	14.29%	9
Totals	100%	63



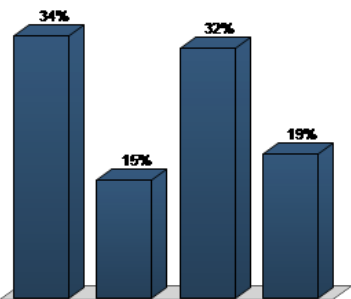
## 5.) What “sector” do you represent here today? (Multiple Choice)

	Responses	
	Percent	Count
Elected official	0%	0
Government	0%	0
Business	3.28%	2
Education	0%	0
Faith community	0%	0
Other non-profit	4.92%	3
Resident	77.05%	47
Other	14.75%	9
Totals	100%	61



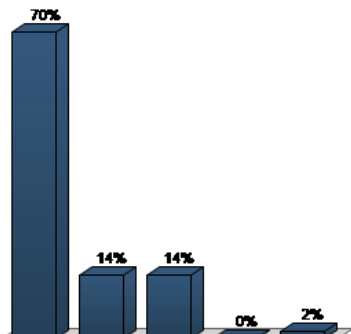
## 6.) How involved have you been with Planning? (Multiple Choice)

	Responses	
	Percent	Count
This is my first Atlanta Memorial Park related meeting.	33.9%	20
This is my first planning meeting in Atlanta	15.25%	9
I attend occasional Atlanta planning meetings	32.2%	19
I regularly attend Atlanta planning meetings	18.64%	11
Totals	100%	59



## 7.) Agree or disagree: A good plan for the Atlanta Memorial Park can improve the area for the future. (Multiple Choice)

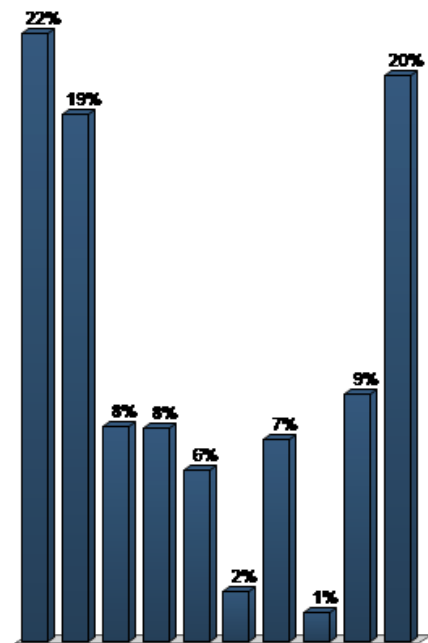
	Responses	
	Percent	Count
Strongly Agree	69.84%	44
Agree	14.29%	9
Not sure	14.29%	9
Disagree	0%	0
Strongly Disagree	1.59%	1
Totals	100%	63



PARK SETTING, ENVIRONMENT & IMAGE

What three issues do you think are more important regarding the Park?

	Responses	
	Percent	Weighted Count
Preserve tennis and golf	21.51%	340
Neighborhood connectivity	18.66%	295
Accessibility – democratic, parking etc	7.59%	120
Celebrate history of park	7.53%	119
Unified clubhouse	6.07%	96
City connectivity	1.77%	28
Investment in care of plants in park	7.15%	113
Build platform tennis courts	1.01%	16
Environmental conscious	8.73%	138
Solve watershed problems	19.99%	316
Totals	100%	1581



Altanta Memorial Park June 15, 2013 Workshop HGOR #11038	
	Frequency
Discussion Issue #1: Park Setting, Environment and Image	
General Themes - Challenges / Concerns	
1 Flooding	xxxxxxxxx III
2 Traffic	xxxxx IIIII II
3 Maintenance / Tree Mangement	xxx IIIII
3 Parking	xxx IIIII III
4 Safety	xxx IIIII
5 Facilities (Inadequate)	xx III
6 Lack of Memorial Signage	x
7 Lack of Trails	x
8 Money / City Support	xxI
9 Reducing Golf Course to 9 Holes	xx
10 Permitting / Juristiction Approval	xx
11 Keeping the History	x
12 Creek Pollution	xxx IIIII IIII
13 Park Definition	xII
General Themes - Opportunities / Hopes	
1 Better Connectivity- Trails, Neighborhood, Beltline	xxxxx IIIII IIIII III
2 Environmental/ Greenspace M GMT/ Upkeep	xxx IIIII III
3 Sustainability- Protect & Enhance Resources	xx IIIII I
4 Greater Sense of Safety	xxxx
5 Historic Resources	xxx I
6 Greater Accessibility	x III
7 More Activities for the Park-playground, greenspace, bball	x IIIII
8 Keep 18 Holes, Promote 9	IIII III
9 Pool/ Splash Aread	II
10 Youth/ Caddy Program	II

\*Note: x=Faciilitator Vote, I= Participant Vote

Discussion Issue #I - Park Setting, Environment & Image

Concerns:

1. The Health & Stability of the Watershed
  - a. Flooding, Creek Pollution and Smell of Sewage
2. Traffic & Parking
  - a. Originally separated into different issues, but very great concern- not enough parking, nuisance to residence in area, parallel parking on Woodward Way
3. Safety
  - a. Crossing Northside, Trail Safety, Theft, more people= more issues

Hopes:

1. Stronger Connectivity
  - a. More trails joining neighborhoods together, allowing more foot and bike traffic, and a connection to the BeltLine
2. Greenspace Management, Environmental Protection and Upkeep
  - a. Voice for more Greenspace, Preservation of Trees, Greater Upkeep of Grounds
  - b. Great support for a variety of Outdoor Activities- Playground, openspace, basketball, pool
3. Sustainability- Protect and Enhance Resources
  - a. Preserve existing resources, strengthen historic quality
4. Golf Enhancement & Preservation
  - a. Support for a 9 Hole Course and Driving Range
  - b. Support for a Unified Clubhouse- Restaurant & event space
  - c. Opposition for a Unified Clubhouse
  - d. Support of 18 Hole Course
  - e. Historic Preservation

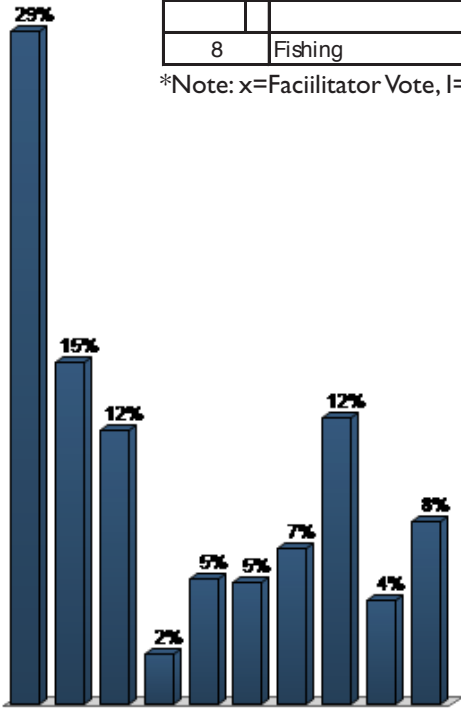
# CREEK, TRAILS & LEISURE

What three issues do you think are more important regarding Trails?

	Responses	
	Percent	Weighted Count
Trails around entire park area for safety	29.05%	452
Peachtree Creek water issues – Be realistic about what can or can’t be done	14.78%	230
Standalone ped crossing across Northside	11.83%	184
Parking to make creek area more accessible	2.19%	34
Placement of trails to enhance north south connectivity + historical considerations	5.4%	84
Variety of trails	5.27%	82
Improve signage and connectivity east and west	6.75%	105
Clean up creek bed	12.34%	192
Dedicated area for dogs	4.5%	70
Diversify leisure activities for all ages – pool, driving range, basketball etc	7.9%	123

Discussion Issue #2: Creek, Trails and Leisure		
	General Themes - Challenges / Concerns	Frequency
1	Safety	xxxx I III I III
2	Quality of Water- Flooding, Smell, Erosion	xxxxxxxxx I III I III
3	Parking/ Traffic	xxxxx I III I II
4	Respect of Neighbor's Property	xx I
5	Money/ Funding	xxx II
6	Lack of Trails, Maintenance and Mosquitos	III
7	Lighting	III
8		
	General Themes - Opportunities / Hopes	
1	Improve Signage	xxx III
2	Clean Up Creek	xxxx I III I I
3	Improvement & Expansion of Trails	xxxxx I III I III I II
	overwhelming support for Loop Trail with Rubber, Porous	
4	Pedestrian Crossing Improvement	xxxx III
5	Trail Amenities	xxx I III I III
6	Different Amenities to Diversify- Pool, bball, Com. Garden	xx I III I I
7	Pedestrian Bridges	III
8	Fishing	III

\*Note: x=Facilitator Vote, I= Participant Vote



Discussion Issue #2- Creek, Trails & Leisure

Concerns:

1. The Health & Stability of the Watershed
  - a. Flooding, Smell, and Erosion
2. Safety
  - a. New trails allow for a greater amount of park usage. Concern about pedestrian safety, crime, and other hazards
3. Traffic & Parking

Hopes:

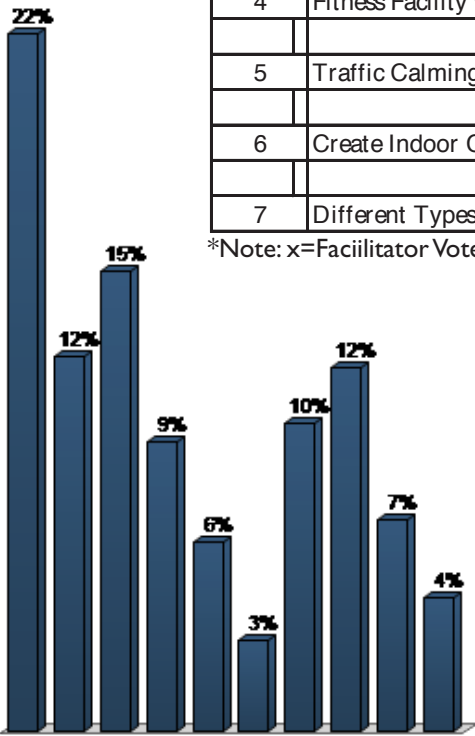
1. Improvement & Expansion of Trails
  - a. Overwhelming desire for a Loop Trail with a variety of shorter loop trail systems, which allow for exploration. Strong support for porous concrete, rubber material or woodchips for trails
2. Trail Amenities
  - a. Desire for restrooms, water fountains, and signage, as well as destination points (Community Garden, Pool, Basketball)
3. Healthier Creek
  - a. Make approachable for potential fishing and and nature exploration with the possibility for pedestrian bridges and crossings

What three issues do you think are more important regarding Tennis?

	Responses	
	Percent	Weighted Count
Unified clubhouse	22.37%	328
Share restroom with golf course + fitness facility	12.01%	176
Traffic concerns	14.73%	216
Indoor courts	9.28%	136
Improved marketing to encourage greater neighborhood use	6.07%	89
Hosting regional and national tournaments	2.93%	43
Maintain unique character as neighborhood rec center	9.89%	145
Maintain 13 public clay courts	11.66%	171
Access for residents not participating in leagues	6.75%	99
More courts	4.3%	63
Totals	100%	1466

Discussion Issue #3: Tennis for Success		
		Frequency
General Themes - Challenges / Concerns		
1	Access- Location of Trailheads, Walkability	x I IIII
2	Yes- Unify Golf & Tennis Clubhouse	IIII
3	No- Keep Golf & Tennis Clubhouse separate	xxxx II
4	Maintaince of Courts	xx
5	Parking	xxxx IIII
6	Safety/Theft	xx II
7	Historical Preservation	xl
General Themes - Opportunities / Hopes		
1	Increase Number of Courts	xxx IIIII
2	Nicer Facility to Host Tournaments	xx IIIII
3	Maintain Ex Character of Courts	xxII
4	Fitness Facility w/ More Restrooms	xxx IIII
5	Traffic Calming	xx I
6	Create Indoor Courts	xxx IIIII I
7	Different Types of Courts	xxx IIIII

\*Note: x=Facilitator Vote, I= Participant Vote



Discussion Issue #3- Tennis for Success  
Concerns:

- 1. Parking & Safety/Theft
  - a. Valuables in car, speeding, not enough parking
  - b. Need traffic calming
- 2. Unity of Clubhouse
  - a. Partial desire for Unified Clubhouse
  - b. Enhanced restrooms and fitness center
- 3. Accessibility
  - a. Ability to walk to courts safely, more lighting, and location of running/walking trailheads

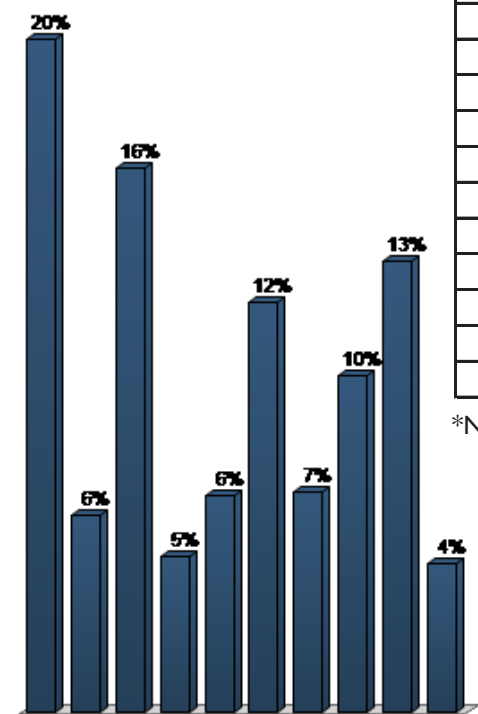
Hopes:

- 1. Increase the Number of Courts
  - a. Create Indoor Courts
  - b. More variety in Types of Courts (hard, soft, clay, platform)
  - c. Maintain the Existing Character of the Courts
- 2. Facility
  - a. Establish Facility with the capability to Host Tournaments
  - b. Fitness Center with more restrooms/locker rooms

# GOLF AS BOBBY WOULD HAVE IT

What three issues do you think are more important regarding Golf?

	Responses	
	Percent	Weighted Count
Protect, enhance and improve 18 hole course including clubhouse	20.07%	276
Add an indoor computer simulated driving range	5.89%	81
Expand clubhouse and use as event facility for entire neighborhood	16.22%	223
Redesign that includes keeping golf balls on the course	4.65%	64
Ease space limitations by expanding on site of Colonial Homes	6.47%	89
Affordability - Youth program + caddy program	12.22%	168
Unified community activity center	6.55%	90
9 hole course	10.04%	138
Preserve Bobby Jones legacy and branding	13.45%	185
Parking concerns	4.44%	61
Totals	100%	1375



Discussion Issue #4: Golf as Bobby would have it		
	General Themes - Challenges / Concerns	Frequency
1	Affordability	xx III
2	Keep 18 Holes	xxxxxxx IIIII IIIII
3	Parking	xxxxxx IIIII IIII
4	Maintenance	xxx II
5	Safety	xxx II
6	Limited Space	x IIII
7	Sewage Issue	IIII
	General Themes - Opportunities / Hopes	
1	Driving Range- Outdoor or Inside	xxx II
2	Youth Development/ Caddy Program	xxx II
3	Accessibility	x
4	Preserve Historic Character of Clubhouse- But make more Social, Restaurant, Bar, Event Rental- Needs Renovation	xxxxx IIIII I
5	Add Amenities	xx III
6	Purchase Colonial Homes	xxx III
4	Practice Facility (esp. if ONLY 9 Holes)	IIII III
7	Yes-Unified Clubhouse	IIII
8	Yes- 9 Holes	II

\*Note: x=Facilitator Vote, I= Participant Vote

Conclusion from Bob Cupp, renown Golf Course Designer:

“The biggest thing is that the nine vs. eighteen is a very sensitive issue but it seems evenly divided. The Friends of Bobby Jones are eighteen, pretty much everyone else is nine and a range. All understand that we cannot cure the flooding but we can improve the courses recovery time following a flood. The trees have not been much of an issue because all of the studies I have done do not show the loss of many of the big oaks in the low portion of the property”.

Discussion Issue #4- Golf as Bobby would have it Concerns:

1. Keep 18 Holes
  - a. Very strong opinions on this topic either way- There is a strong desire to keep 18, as well as a push for a world-renown 9 Hole Course with a state-of-the-art Practice Facility and Driving Range.
  - b. Discussion regarding Affordability
  - c. Diversity
2. Preserve Historic Character of Clubhouse
  - a. Make it a place for social events- Restaurant, Bar, “19th Hole”, Event Rental
  - b. Clubhouse needs Renovation
  - c. No opposition in Unifying Clubhouse
3. Youth Development/ Caddy Program
  - a. Want for more Youth Involvement and Caddy Program- Want for Affordability
4. Practice Facility & Driving Range

There seems to be an aspiration to purchase Colonial Homes. Looks like this topic was not discussed until the end of the workshop, but everyone began writing about it towards the end of the discussion.